

**SYSTEM FOR CREATING OPTIMIZED PROMOTION EVENT
CALENDAR**

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ABSTRACT

A method for creating a promotional event calendar is provided. A sales model is created. A cost model is created. The value of offers and promotional events using the sales model and cost model is determined.

10 Combinations of offers and promotional events based on determined value are selected.

An apparatus for creating a promotional event calendar is provided. The apparatus comprise an econometric engine for modeling sales as a function of price to create a sales model, a financial model engine for
15 modeling costs to create a cost model, a promotional engine coupled to the econometric engine, and financial model engine to receive input from the econometric engine and financial model engine, wherein the promotional engine analyzes a plurality of offers and a plurality of promotional events to optimally match offers with promotional events to create a promotional event
20 calendar.